

SOUTHWESTERN COMMUNITY COLLEGE	ADMINISTRATIVE PUBLICATION GUIDELINES	Policy 3.03.03
-----------------------------------	---	-------------------

With respect to publication guidelines, Southwestern Community College shall comply with N.C. Gen. Stat. § 143-168 *et al.* A copy of the College's publication guidelines is maintained in the College's Public Information Office. The publication guidelines address the types of publications affected, the style of the publications, the review and approval process, distribution of publications, printing of publications, special requirements and resources.

Personal computers, various software programs and photocopiers may enable individuals to bypass the use of the Media Services Work Order Form (SCC-G-2) for the production of flyers, brochures, newsletters, news releases, posters, pamphlets, invitations, booklets, etc. All publications to be distributed to the public must be submitted to the Director of Public Relations to be reviewed for accuracy, clarity, and marketing value.

Student publications such as student yearbooks, newspapers, literary magazines, and other periodicals may be published as sufficient student interest develops. The College supports a free student press and expects all student publications to uphold the highest level of journalistic responsibility and integrity and to comply with all applicable state and federal laws. Faculty and staff advisors of student organizations shall offer guidance to student editors and ensure their understanding of the rights and responsibilities commensurate with a free press. It is the responsibility of the editor and staff to follow good journalistic practice and:

- To seek out the facts and to have a reliable source for the facts printed;
- To represent the facts clearly and fairly;
- To deal with issues and not with personalities;
- To maintain a dignified, judicious, and positive approach to problematic issues; and
- To differentiate between fact and critical judgment and to confine critical judgment to editorial writing, clearly identified as such.

Opinions expressed in student publications represent the student organization sponsoring the publication and not necessarily the College. The College Student Publication Committee shall provide editorial review to all officially recognized student publications.

Legal Reference: N.C.G.S. § 143-168 *et al.*

Adopted: April 2013

Revised: February 2014